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-NEW -ISSUE 2

#68137

Revision #: 0

42 % WKRC SX00 UNKNOVUYL

Date: 10/23/2012

OH- PROTECT YOUR VOTE 2012

Media: TV

Product: ISSUE 2 Market: Cincinnati

3062 Estimate:

Description: OH PROTECT YOUR VOTE OHIO OCT 25-O

Flight Start Date: 10/25/12 5:00:00 AM

Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Revis	sion Comments:											
Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Thu 10/25			t Sun 7 10/28			Total Spots
WKR		ì		.						4	4	4
14	MTuWThF 6:30a-7:00a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	,	0 0	1	1	4
_ 15	Sa 6:00a-7:00a	WK	\$800.00	\$680.00	30	0	0	•	1 0	0	0	1
16	LOCAL12NW-SA 6 \\ Sa 8:00a-9:00a \(\)	WK	\$1,100.00	\$935.00	30	0	0		1 0	0	0	1
17	SAT ER SHW-CBS Su 9:00a-9:30a	WK	\$2,800.00	\$2,380.00	30	0	0	(0 1	0	0	1
18	SUNDAY MRN-CBS Su 9:30a-10:00a	WK	\$2,800.00	\$2,380.00	30	0	0		D 1	0	0	1
19	SUNDAY MRN-CBS T MTuWThF 5:30p-6:00p	EN	\$2,000.00	\$1,700.00	30	1	1		0 0	1	1	4
20	LOCAL12 NW-530< MTuWThF 6:00p-6:30p	EN	\$2,500.00	\$2,125.00	30	1	1		0 0	1	1	4
21	LOCAL12 NEWS-6< Sa 6:00p-6:30p	EN	\$1,000.00	\$850.00	30	0	0		1 0	C	0	1
22	NEWS Su 6:30p-7:00p NEWS	EN	\$1,200.00	\$1,020.00	30	0	0		0 1	C	0	1
23	MTuWThF 11:00p-11:35p)	LN	\$2,800.00	\$2,380.00	30	1	1		0 0	1	1 1	4
24	Sa 11:00p-11:35p	LN	\$2,800.00	\$2,380.00	30	0	0		1 0	C	0	1



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Revis	sion Comments:												
Line No	Daypart Program		Daypar Code		STN Net	Days Dur 1	Total Spots						
WKR		n _A							_			•	4
25	Su 11:00p-11:35p	P2	LN	\$2,800.00	\$2,380.00	30	0	0	0	1	0	0	ı
A) 26	Su 7:00p-8:00p 60 MINUTES	PZ	RT	\$10,000.00	\$8,500.00	30	0	0	0	1	0	0	1
	OU WINO LES			Total	Spots:	4	4	4	5	4	. 4	25	
	Total Cost: Total OCT 12			\$59,300.00	\$50,405.0	00							
				\$42,300.00	\$35,955.0	00							17
		N	OV 12	\$17,000.00	\$14,450.0	00							8
												Signature:	,

Disclaimer:



Summary by Station/System

Date: 10/23/2012

OH- PROTECT YOUR VOTE 2012

Estimate:

Media: TV

Description: OH PROTECT YOUR VOTE OHIO OCT 25-O

Product: ISSUE 2

Flight Start Date: 10/25/12 5:00:00 AM

Market: Cincinnati

Flight End Date: 10/30/12 4:59:00 AM

3062

Separation between spots: 10

Station	Total Spots	STN Gross PCT	STN Net PCT
WKRC-TV	25	\$59,300.00 100%	\$50,405.00 100%
Market Total:	25	\$59,300.00	\$50,405.00

ORDER

Orders	Order / Rev:	68137			1		() () ()		
Alt	Alt Order #:				1				
Pro	Product Desc:	Issue 2 - 3062	52						
ES	Estimate:	3062					Local 12 WKRC-TV	tc-TV	
J. H.	Flight Dates:	10/25/12 - 10/30/12	0/30/12		Primary AE:		LSM LSM		
O	Original Date / Rev.	ev: 10/24/12 / 10/24/12	0/24/12		Sales Office:	.;	CVG		
Ö	Order Type:	GENERAL			Sales Region:	on:	Local		
			Č						
Agency	Name:	Strategic IVI	Strategic Media Placement	len	1				
. Bu	Buying Contact:				Billing Type:	;;i	Cash		
Bil	Billing Contact:				Billing Calendar:	ındar:	Broadcast		
. *		7669 Stagers Loop	s Loop		Billing Cycle:	.: •	EOM/EOC		
		Delaware, OH 43015	H 43015		Agency Commission:	mmission:	15%		
Advertiser	Name:	Protect You	Protect Your Vote Ohio		-				
De	Demographic:	王			New Business Thru:	ess Thru:			
Pr	Product Codes:	Issues/Propositions	ositions		Order Separation:	aration:	00:10:00		
'nd	Priority:	P-1			Advertiser —	Advertiser External ID:			
Re	Revenue Codes:	AGY, POL-ISS, GEN	SS, GEN		Agency External ID:	ternal ID:			
Bill Plan					Totals				
Start Date End Date		# Spots Gross Amount	nt Net Amount		Month	# Spots	Gross Amount	Nei	Ra
10/01/12 10/28/12	'12	17 \$42,300.00		\$35,955.00	October 2012	17	\$42,300.00		
	12	8 \$17,000.00		\$14,450.00	November 2012	8 25	\$17,000.00	00 \$14,450.00 00 \$50.405.00	0.00
Account Executives						ł			
Account Executive	Sales	s Office Sales Region		Start Date / End Date	d Date	Order %			
LSM LSM			0)	tart Of Order	Start Of Order - End Of Order	100%			
Order Share		Share	Total						
Local 12 WKRC-TV		42% \$	\$59,300.00						
Market		100% \$1	\$141,190.48						
		C C C	T-+0.T						
Competitive Share		Snare 08/	lolai						
FINE			\$81 890.48						
WCPO			\$0.00						
WLWT		%0	\$0.00						
WSTR		%0	\$0.00						
XIXM		%0	\$0.00 \$						
Ln Ch Start	End	Inventory Code	Break	Start/End Time	Days	Len Spots	1	Rtg Type Spots	Amount
N 1 WKRC 10/25/12	10/30/12	6a Good Morn CincinnatCM 6a Good Morn Cincinnati	innatCM cinnati	6:30 AM-7:00 AM 11 (6:30 AM-7:00 AM)) AM 11-11) AM) $-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt{-\sqrt$:30 4 \$	\$1,200.00P-1	0.00 NM	\$4,800.00
Start Date	End Date	Weekdays		Rate 600 00	Rating		>		
Week: 10/22/12 Week: 10/29/12		11	7 7	\$1,200.00 \$1,200.00	0.00				
N 2 WKRC 10/27/12 10/27/12		6a-8a Local 12 News SaCM 6a-8a Local 12 News Sat	vs SaCM ws Sat	6:00 AM-7:00 AM - (6:00 AM-7:00 AM) \(\delta\)) AM1-) AM) $\sqrt{}$:30	\$800.00P-1	0.00 NM	\$800.00
Start Date Week: 10/22/12	<u>End Date</u> 10/28/12	$\frac{\text{Weekdays}}{1}$	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00				
N 3 WKRC 10/27/12 10/27/12		CBS This Morning Satur&M Saturday Early Show	Satur & M ow	8:00 AM-9:00 AM - (8:00 AM-9:00 AM)	$3 \text{ AM} / \frac{1}{3}$:30 1 \$	\$1,100,00P-1	0.00 NM	\$1,100.00

Page 2 of 2 Print Date: 10/24/12 12:37:43

Local 12 WKRC-TV Protect Your Vote Ohio Issue 2 - 3062 3062 Product Desc: Advertiser: Estimate: 10/25/12 - 10/30/12 68137 Flight Dates: Order / Rev: Alt Order #:

Amount	\$1,100.00		\$2,800.00		\$2,800.00		\$8,000.00		\$10,000.00		\$1,000.00		\$1,200.00		\$11,200.00		\$2,800.00		\$2,800.00		\$10,000.00		\$59,300.00
Spots	~		~		~		4		4		~		~		4		~		~		~		25
Rtg Type \$	0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		0.00 NM		Totals
Spots Rate Pri	1 \$1,100.00P-1		1 \$2,800.00P-1	.	1 \$2,800.00P-1	_	4 \$2,000.00P-1	7	4 \$2,500.00P-1	>	1 \$1,000.00P-1	S.	1 \$1,200.00P-1		4 \$2,800.00P-2	7	1 \$2,800,00P-2		1 \$2,800.00P-2		1\$10,000.00P-2	•	
Len Sp	:30		:30		:30		:30		:30		:30		:30		:30		:30		:30		:30		
Days) AM1-) AM)	Rating 0.00) AM1	Rating 0.00	00 AM1 00 AM)	Rating 0.00) PM 11-11	Rating 0.00 0.00	11-11	Nating 0.00 0.00 0.00	1-	Rating 0.00	1	Rating 0.00	11-11	Rating 0.00 0.00	/1-	Rating 0.00	1	Rating 0.00	T	Rating 0.00	
Start/End Time	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	<u>Rate</u> \$1,100.00	9:00 AM-9:30 AM - (9:00 AM-9:30 AM)	<u>Rate</u> \$2,800.00	9:30 AM-10:00 AM(9:30 AM-10:00 AM)	<u>Rate</u> \$2,800.00	5:30 PM-6:00 PM 11-11 (5:30 PM-6:00 PM) V	Rate \$2,000.00 \$2,000.00	√l d0£9-d9	<u>Rate</u> \$2,500.00 \$2,500.00	6p-630p √	Rate \$1,000.00	630p-7p 🏑	<u>Rate</u> \$1,200.00	11p-1135p ∜	Rate \$2,800.00 \$2,800.00	11p-1135p	<u>Rate</u> \$2,800.00	11p-1135p	<u>Rate</u> \$2,800.00	∕> d8-d2	Rate \$10,000.00	
Break	g Satur G M how	Spots/Week 1	g CM lews	Spots/Week	g CM lews	Spots/Week	s at FiveM s at Five	Spots/Week 2	s at SixCM	Spots/Week 2	ws Sat CM ws Sat	Spots/Week	ws SurCM	Spots/Week	12 News CM 12 News 11	Spots/Week 2	12 NwsCM 12 Nws 11	Spots/Week	12 NwsCM 12 Nws 11	Spots/Week	CM	Spots/Week	
Inventory Code	CBS This Morning Satur&M Saturday Early Show	Weekdays	CBS Sun Morning CBS Sun Morn News	Weekdays	CBS Sun Morning CBS Sun Morn News	Weekdays	5p Local 12 News at Fiv&M 5p Local 12 News at Five	Weekdays 11	6p Local 12 News at SixCM 6p Local 12 News at Six	Weekdays 11	6pm Local 12 News Sat CM 6pm Local 12 News Sat	Weekdays	630p Local 12 News SurCM 630p Local 12 News Sun	Weekdays /	11p M-F Local 12 News CM 11p M-F Local 12 News 11	Weekdays 11	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11	Weekdays	11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11	Weekdays	Sun Reg 1 Sun Reg 1	Weekdays V	
End	10/27/12 10/27/12	End Date 10/28/12	2 10/28/12	End Date 10/28/12	2 10/28/12	End Date 10/28/12	2 10/30/12	End Date 10/28/12 11/04/12	2 10/30/12	End Date 10/28/12 11/04/12	2 10/27/12	End Date 10/28/12	2 10/28/12	End Date 10/28/12	2 10/30/12	End Date 10/28/12 11/04/12	2 10/27/12	End Date 10/28/12	2 10/28/12	End Date 10/28/12	2 10/28/12	End Date 10/28/12	
. Ln Ch Start	N 3 WKRC 10/27/1	Start Date Week: 10/22/12	N 4 WKRC 10/28/12 10/28/12	Start Date Week: 10/22/12	N 5 WKRC 10/28/12 10/28/12	Start Date Week: 10/22/12	N 6 WKRC 10/25/12 10/30/12	Start Date Week: 10/22/12 Week: 10/29/12	N 7 WKRC 10/25/12 10/30/12	Start Date Week: 10/22/12 Week: 10/29/12	N 8 WKRC 10/27/12 10/27/12	Start Date Week: 10/22/12	N 9 WKRC 10/28/12 10/28/12	Start Date Week: 10/22/12	N 10 WKRC 10/25/12 10/30/12	Start Date Week: 10/22/12 Week: 10/29/12	N 11 WKRC 10/27/12 10/27/12	Start Date Week: 10/22/12	N 12 WKRC 10/28/12 10/28/12	Start Date Week: 10/22/12	N 13 WKRC 10/28/12 10/28/12	Start Date Week: 10/22/12	